

Message Text

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PAGE 01 QUITO 04916 172223Z
ACTION ARA-14

INFO OCT-01 ISO-00 EB-08 /023 W
-----063095 181746Z /50
R 171937Z JUL 78
FM AMEMBASSY QUITO
TO USDOC WASHDC
SECSTATE WASHDC 8810
INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 4916

PASS WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A
TAGS: BEXP, EC
SUBJECT: THIRD QUARTER FY 1978 CCP PROGRESS REPORT

1. THE COUNTRY COMMERCIAL ACTION GROUP (CCAG) MET ON JULY 7 TO REVIEW THE RESULTS OF MISSION ACTIVITIES IN CONNECTION WITH THE COUNTRY COMMERCIAL PROGRAM (CCP) DURING THE THIRD QUARTER OF FY 1978.

2. THE PRINCIPAL SUBJECT OF DISCUSSION WAS THE CRUNCH BEING EXPERIENCED AT BOTH POSTS, BUT ESPECIALLY BY EMBASSY QUITO, AS THE RESULT OF THE CONTINUED SHARP GROWTH IN OUR ROUTINE REACTIVE WORKLOAD WITHOUT ADDITIONAL PERSONNEL RESOURCES. AS AN EXAMPLE' A COMPARISON OF THE THIRD QUARTER OF FYS 1977 AND 1978 SHOWS A 100 PERCENT INCREASE IN WTDRS SUBMITTED AND A 50 PERCENT INCREASE IN A/DA REPORTS (SEE PARA 6). WE ARE THUS INCREASINGLY FORCED TO ASSIGN WORK PRIORITIES TO ROUTINE REACTIVE REQUIREMENTS, RATHER THAN TO ACTIVITIES WITH HIGHER INTRINSIC VALUE FOR U.S. EXPORTERS. MOST OF THE ACTIVITIES THAT WE BELIEVE ARE MOST PRODUCTIVE ARE VOLUNTARY ON OUR PARTM, AND HENCE THE MOST EASILY POSTPONED.

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3. THIS SITUATION HAS LED US TO FALL BEHIND IN OUR SCHEDULED MARKET RESEARCH AND HAS LIMITED OUR ABILITY TO UNCOVER PRIVATE TRADE OPPORTUNITIES AND INCREASE OUR MAJOR PROJECT ALERT REPORTING. AN EXCEPTION TO THE GENERAL DOWNTREND IN OUR NON-ROUTINE, NON-REACTIVE ACTIVITIES DURING THE PERIOD

WAS THE CONTINUING VERY HIGH OUTPUT OF TOP REPORTING FROM GUAYAQUIL, FOR WHICH THE CONSULATE GENERAL WAS COMMENDED BY THE CCAG. FINALLY, AS A RESULT OF OUR NO LONGER HAVING THE PART-TIME ASSISTANCE OF A JUNIOR ROTATIONAL OFFICER (EFFECTIVE APRIL 1978), WE HAVE ALSO FALLEN BEHIND IN THE PREPARATION OF OUR COMMERCIAL BULLETIN, WHICH ENJOYS AN EXCELLENT RECEPTION IN THE ECUADOREAN BUSINESS COMMUNITY.

4. TO SUM UP, WHILE WE ARE ATTEMPTING TO DEAL WITH A DYNAMIC ECONOMY (IN TERMS OF TOTAL IMPORTS FROM THE U.S. ECUADOR IS NOW VIRTUALLY TIED WITH ARGENTINA FOR FIFTH PLACE IN THIS HEMISPHERE, EXCLUDING CANADA), WE ARE DOING SO WITH THE SAME LEVEL OF COMMERCIAL STAFFING THE MISSION HAD BEFORE ECUADOR BEGAN EXPORTING PETROLEUM IN 1972, I.E. BEFORE THE ECONOMY BEGAN TO TAKE OFF.

5. WE WOULD APPRECIATE THE ACTIVE SUPPORT OF THE WCAG IN CONNECTION WITH OUR FORMAL REQUEST FOR A SECOND COMMERCIAL ASSISTANT POSITION FOR QUITO (SEE QUITO 3761 OF JUNE 8, 1977).

6. FOLLOWING ARE STATISTICS ON MISSION OUTPUT OF SELECTED REPORTING AND OTHER ACTIVITIES:
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APRIL 1 ST TO JUNE 30
FY-77 FY-78

PRIVATE TRADE OPPORTUNITIES	86	136
(EMB)	(39)	(29)
(CONGEN)	(47)	(107)
FOREIGN GOVERNMENT TENDERS	14	9
(EMB)	(2)	(2)
(CONGEN)	(12)	(7)
EARLY WARNINGS/PRODUCT OPPORTUNITY	4	3
(EMB)	(3)	(-)
(CONGEN)	(1)	(3)
#AGENT DISTRIBUTOR SERVICE	9	15
(EMB)	(9)	(13)
(CONGEN)	(9)	(15)
WTDR	47	102
(EMB)	(19)	(54)

(CONGEN) (28) (47)

LICENSING OPPORTUNITIES/

JOINT VENTURES - -

(EMB) (-) (-)

(CONGEN) (-) (-)

MARKET STUDIES 2 -

(EMB) (2) (-)

(CONGEN) (2) (-)

MAJOR PROJECT REPORTED

(UP-DATE 2 5

(EMB) (1) (2)

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(CONGEN) (1) (3)

EXHIBITS/SEMINARS/T.M. 5 1

(EMB) (2) (1)

(CONGEN) (3) (1)

#FOREIGN BUYERS PROGRAM 1 2

(EMB) (1) (2)

(CONGEN) (1) (2)

#ADS AND FBP ACTIVITIES AT EMBASSY AND CONGEN INVOLVE

THE SAME U.S. FIRMS AND TRADE SHOWS.

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Disposition Event:
Disposition History: n/a
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